

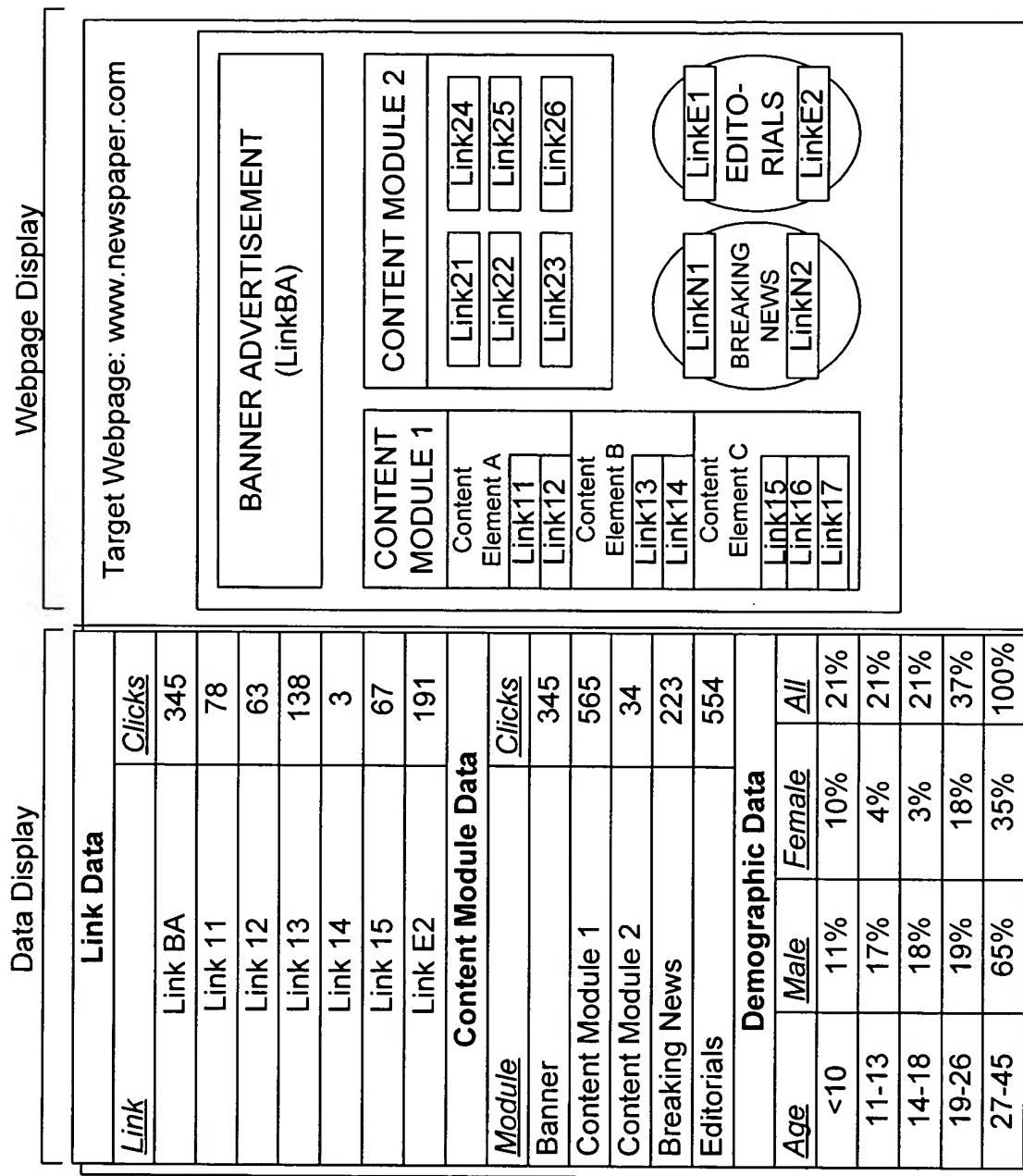
(PRIOR ART)

## FIGURE 1(A)

LINK	CLICKS
<a href="https://web.seattlebaking.com/recipes/get/muffins">https://web.seattlebaking.com/recipes/get/muffins</a>	12
<a href="https://web.seattlebaking.com/recipes/get/pancakes">https://web.seattlebaking.com/recipes/get/pancakes</a>	34
<a href="https://web.seattlebaking.com/recipes/get/tortillas">https://web.seattlebaking.com/recipes/get/tortillas</a>	3
<a href="https://web.seattlebaking.com/recipes/get/beignets">https://web.seattlebaking.com/recipes/get/beignets</a>	0
<a href="https://web.seattlebaking.com/bigshotbaker">https://web.seattlebaking.com/bigshotbaker</a>	1098
<a href="https://web.seattlebaking.com/featuredbaker/brooke">https://web.seattlebaking.com/featuredbaker/brooke</a>	549
<a href="https://web.seattlebaking.com/delivery/home">https://web.seattlebaking.com/delivery/home</a>	96
<a href="https://web.seattlebaking.com/delivery/office">https://web.seattlebaking.com/delivery/office</a>	516
TOTAL CLICKS	2308
NUMBER OF TIMES WEBPAGE WAS ACCESSED (IMPRESSIONS)	12,981

(PRIOR ART)

## FIGURE 1(B)



User indicates (e.g. by mouseover) Link E2 on the data display. This may:

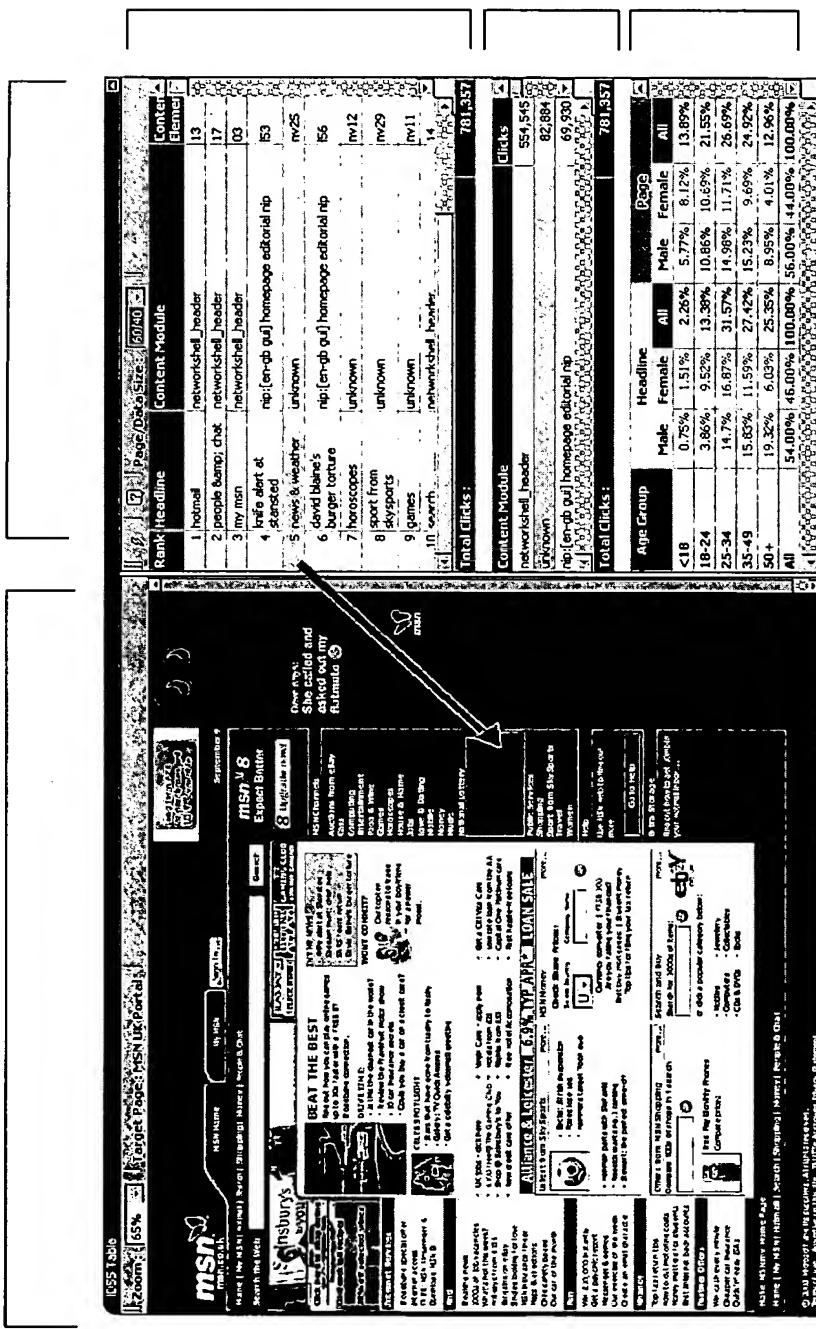
- Highlight Link E2 in the data display,
- Highlight the corresponding content module ("Editorials"),
- Display demographic data for Link E2, and
- Highlight Link E2 in the webpage display.

User indicates (e.g. by mouseover) Link E2 on the webpage display. This may:

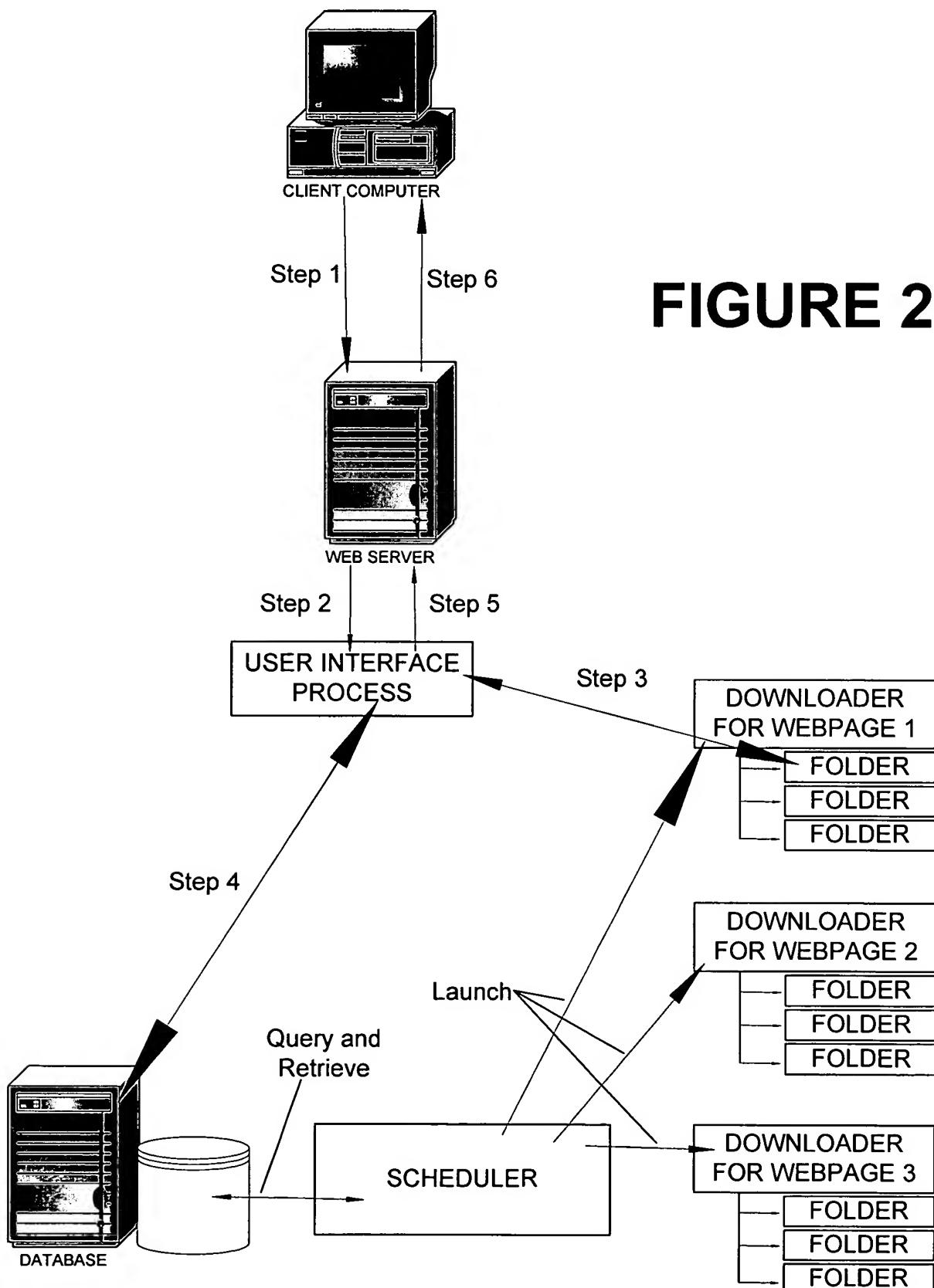
- Highlight Link E2 in the webpage display.
- Display demographic data for Link E2 in the data display,
- Highlight the corresponding content module in the data display ("Editorials"), and
- Highlight Link E2 in the data display.

**FIGURE 1(C)**

## Webpage Display



## FIGURE 1(D)



Page/Data Size: 60/40

Rank	Headline	Content Module	Content Element
1	hotmail	networkshell_header	13
2	people & chat	networkshell_header	17
3	my msn	networkshell_header	03
4	knife alert at stansted	nip:[en-gb gui] homepage editorial nip	153
5	news & weather	unknown	nv25
6	david blaine's burger torture	nip:[en-gb gui] homepage editorial nip	156
7	horoscopes	unknown	nv12
8	sport from skysports	unknown	nv29
9	games	unknown	nv11
10	search	networkshell_header	14

Total Clicks : 781,357

Content Module	Clicks
networkshell_header	554,545
unknown	82,884
nip:[en-gb gui] homepage editorial nip	69,930

Total Clicks : 781,357

Age Group	Headline			Page		
	Male	Female	All	Male	Female	All
<18	4.43%	7.56%	11.99%	5.77%	8.12%	13.89%
18-24	10.55%	11.54%	22.09%	10.86%	10.69%	21.55%
25-34	15.43%	12.8%	28.23%	14.98%	11.71%	26.69%
35-49	14.73%	10.13%	24.86%	15.23%	9.69%	24.92%
50+	8.52%	4.31%	12.83%	8.95%	4.01%	12.96%
All	54.00%	46.00%	100.00%	56.00%	44.00%	100.00%

This pane displays clicks for all the links that exists in the page along with the publish time of that link. Also has additional info on ContentModule and ContentElement under which the link exists.

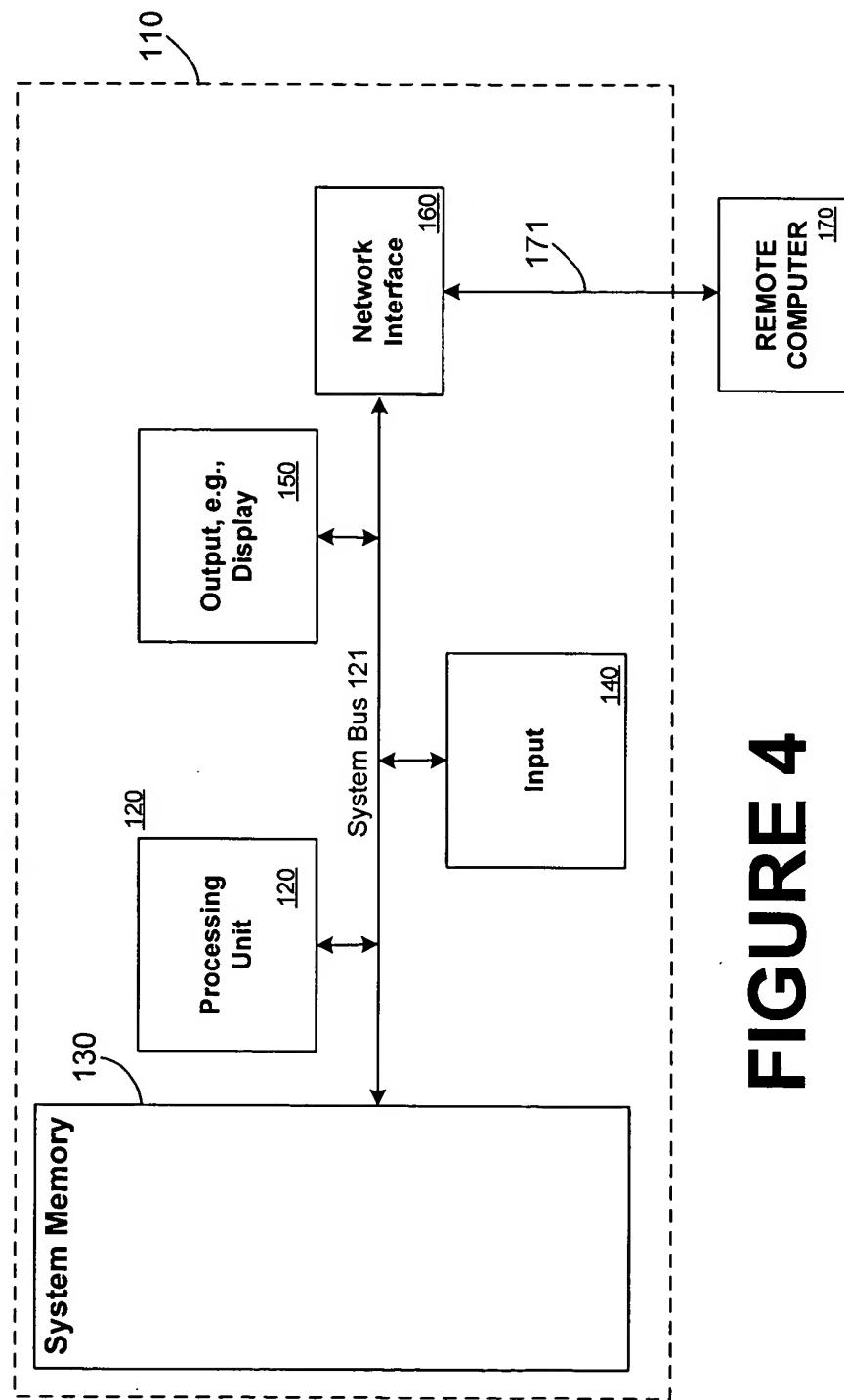
Total clicks for all the links on the page.

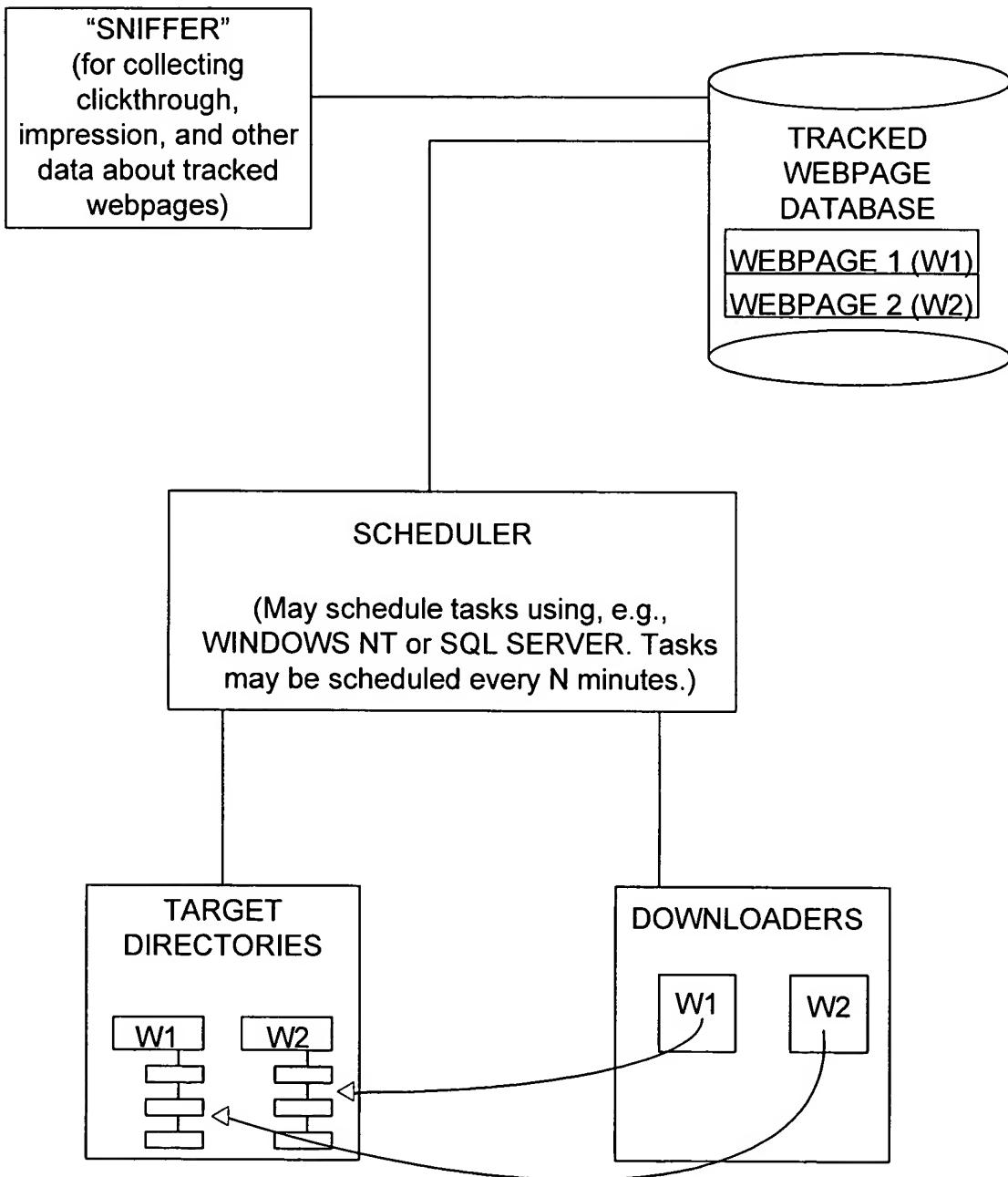
Aggregated Clicks at the contentmodule level. This gives users a fair idea about which section of the page is doing well.

Total Clicks at the content module level.

Demographic information about the link. Gives a reverse feedback about the content and its targetting. This data can be used to better script pages with effective headlines.

## FIGURE 3

Computing Environment 100**FIGURE 4**

**FIGURE 5**

```
<config>
  <rootdirectory>C:\Inetpub\wwwroot\NetMatrix\RealTime\Historical</rootdirectory>
  <scriptfile>C:\Inetpub\wwwroot\NetMatrix\RealTime\Custom.js</scriptfile>
  <proxy>http://itgproxy:80</proxy>
  <downloadtimeout>10</downloadtimeout>
  <downloadretry>1</downloadretry>
  <exefullpathfile>C:\RealTime\PreviewQueue.exe</exefullpathfile>
  <connection>data source=cptrarpts04; initial catalog=RealTime_V2; trusted_connection=true; </connection>
</config>
```

## FIGURE 6

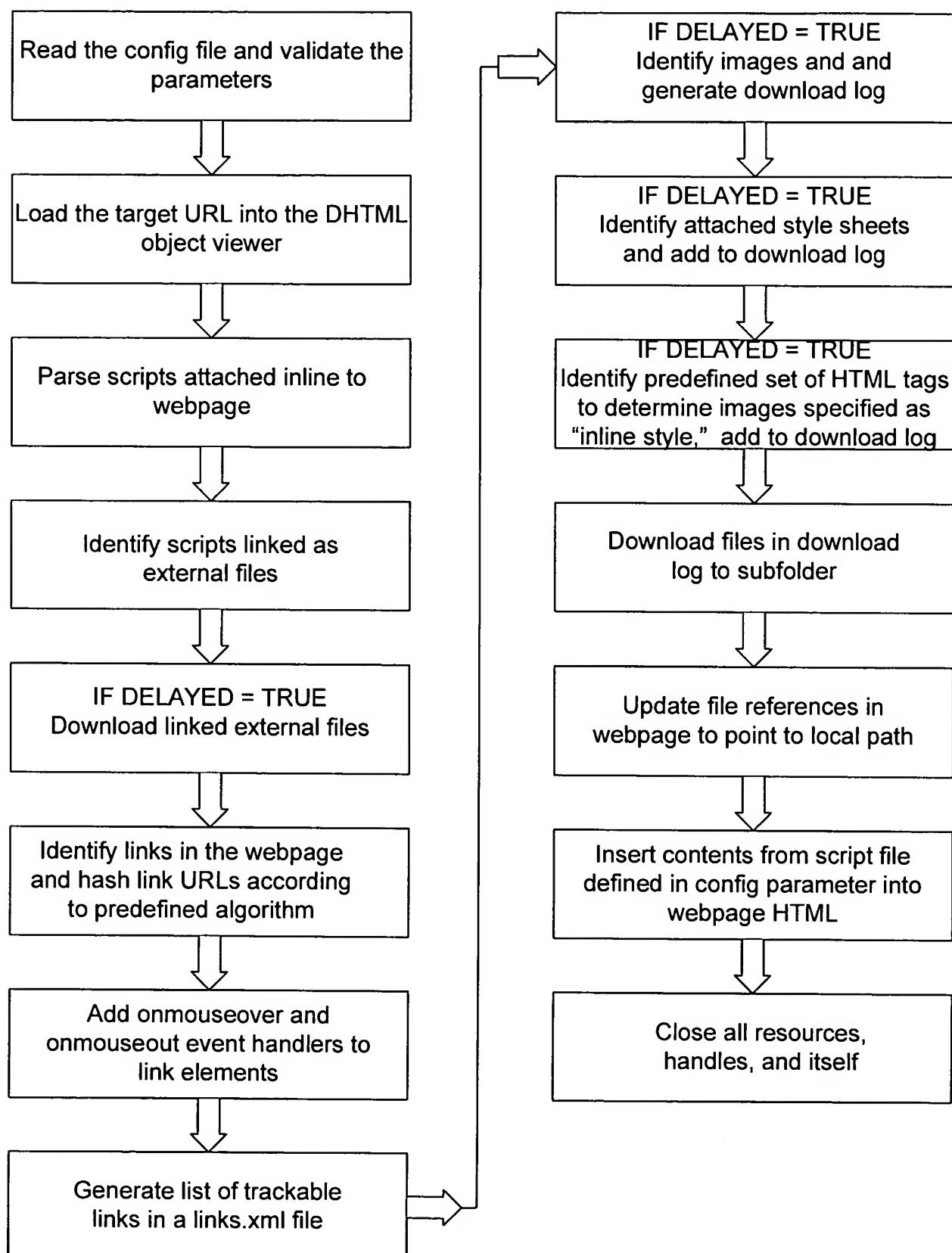


FIGURE 7

```
<config>
  <delayed>True</delayed>
  <sourcepage>ca.msn.com/</sourcepage>
  <codepage>1252</codepage>
  <targetdirectory>C:\Inetpub\wwwroot\NetMatrix\RealTime\Historical\camsncom\03_26_2003_19</targetdirectory>
  <scriptfile>C:\RealTime\Custom.js</scriptfile>
  <proxy>http://itgproxy:80</proxy>
  <downloadtimeout>10</downloadtimeout>
  <downloadretry>1</downloadretry>
</config>
```

# FIGURE 8